Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

NOVELTIES

for

1937-38

The
William Macdonald Seed Co.

.... Novelties *and* Leading Introductions

for 1937-38

ORIGINATED and INTRODUCED

by

The William Macdonald Seed Co.

Exclusive Flower Seed Growers

SANTA MARIA ' ' ' ' ' ' CALIFORNIA

IT is a pleasure in the following pages to offer for your approval the finest Flower Novelties for the 1937-38 Season. Also included is a varied selection of the best novelties introduced in recent years. ✓ ✓ ✓ We feel sure that you will be interested in many of these Novelties for your 1938 catalog. Photographs and electros of these and other flowers will be supplied at cost.

DWARF SALPIGLOSSIS KHAKI YELLOW

The plants are two feet tall, of a greenish yellow color with brownish markings. Rounding out our new strain of Dwarf Salpiglossis, **Khaki Yellow** has the same compact branching habit and is very floriferous — producing a head of immense beautifully marked flowers.

Being of the Dwarf habit, **Khaki Yellow** is a very strong, bushy grower and is ideal for general garden purposes.

Price per oz. 1.20 Per lb. 15.00

Florists who demand the best in Stocks are now planting the Giants of California varieties.

Increase your profits with a quick turnover of this best-seller.

STOCK GIANTS OF CALIFORNIA SEQUOIA

A dazzling supplement to our extremely popular strain of Giants of California Stock.

Sequoia produces a central spike of florets that will average 12 inches in length. It is a rich sparkling rosy-carmine color, which always seems popular with the florist.

Individual florets larger than 2 inches across are a usual sight and the plants produce a high percentage of doubles.

Price per oz. 2.00 Per lb. 30.00

SWEET PEAS LATE OR SUMMER FLOWERING NOVELTIES

"MAYTIME"

This outstanding Sweet Pea received a Certificate of Merit at the Scottish National Sweet Pea Society's trials. **Maytime** is a rich golden cerise color, producing four and five immense flowers on long, husky stems.

Price per oz. .65
Per lb. 7.50

GOLDEN DRAGON

A very large duplexed flowered orange. The standard is a vividly bright orange, while the wings shade to a deeper softer orange rose. A Sweet Pea of great merit, which cannot be recommended too highly.

Price per oz. .65 Per lb. 7.50

"DIANA"

A fine long stemmed rose on cream ground. The flowers are an immense size and are beautifully duplexed. Where beauty reigns supreme, **Diana** will be queen!

Price per oz. .65 Per lb. 7.50

LARKSPUR CINNABAR COCKADE

Cinnabar is a rich brilliant rose red. Plants are compact and symmetrical, throwing long spikes of very double flowers. **Cinnabar** has the same graceful habit as Blue Cockade.

This variety with its brilliant color and long tapering spikes, will soon be the Florists' favorite for cut flower purposes.

Price per oz. 1.00 Per lb. 12.00

COSMOS EXTRA EARLY COLOSSAL FLOWERED

"SENSATION CRIMSON"

Colossal flowered **crimson,** a color hitherto not found in the Sensation group.

An identical replica of Pink and White, as regards habit and size of flower; **Crimson** has the same deep color as that found in the smaller flowered Mammoth single crimson.

Rounding out the color class of the Sensation group, **Crimson** is the shade greatly needed in this very popular Florist cut flower.

Price per packet .50

PETUNIA NANA ERECTA DAZZLER

Dazzler has the same habit — closely compact — as Celestial Rose, but is a much brighter color. It is the same shade as Dwarf Pink Glory in the Grandiflora type.

Dazzler is a beautiful border plant that will attract immediate attention with its brilliant color.

Price per oz. 2.40 Per lb. 30.00

ASTER CURLED AND INTERLACED

BLUE AND WHITE

The color is a deep blue, with a white stripe showing on the outer edges of each of the inner petals. The outer petals keeping to a solid deep blue. This variety is the Curled and Interlaced type of the Giants of California group. It throws large flowers five to six inches across and with its long strong stems is ideal for Florist work.

Price per oz. 2.00 Per lb. 25.00

MARIGOLD AFRICAN LITTLE GIANTS MIXED

From our Trial Ground — the most unique Marigold Novelty of the decade. A Marigold that will average only a height of 15 inches and yet will actually produce a head of twenty to thirty-five beautiful four inch flowers!

Little Giants throws blooms varying in form, from the informal carnation type to the perfect Fistulosa globe. The plants are very closely compact and the stems short. Its foliage is a beautiful dark bluish green.

Although **Little Giants** range in height from 10 to 15 inches, a fraction percentage of taller plants will show up. However these are easily detected at the transplanting stage as they all have light colored foliage — **Little Giants** being a deep bluish green.

Little Giants is strongly recommended for bedding and pot plants, especially the latter — as it will bloom a head of twenty-five flowers all at the same time. Color ranges from a yellow to a very bright orange, with many shades in between.

Price per oz. 2.00 Per lb. 25.00

MARIGOLD AFRICAN POMPON LEMON YELLOW

A most welcome addition to the ever popular Marigold family. **Pompon Lemon Yellow** grows about 2½ feet tall and is very free branching. Its flowers are quilled in form and two inches across. As the quilled petals of the flower are quite stiff, it will make a reliable shipper.

Pompon Lemon Yellow is recommended both as a cut flower and also for general garden decoration.

Price per oz. .90 Per lb. 10.00

ATTRACTIVE NEW DOUBLE NASTURTIUMS

These two groups of Double Nasturtiums have been in a state of development for the past six years, and we offer them as a real improvement, in color, doubleness, and size of flower over earlier introductions. The **Emperor** group have the dwarf compact plants and the **Glow** group are the talls, with short runners.

DWARF EMPEROR GROUP

Art Shades — Colors range from Sulphur yellow, to buffs, peach red, salmon and shades in between.

Price per oz. .50
Per lb. 6.00

Flame Emperor — Scarlet red suffused with gold, making it a very luminous brilliant scarlet. Dark foliage intensifies this bright color.

Price per oz. .50 Per lb. 6.00

Sun Emperor — Straw yellow shading to amber yellow. Petals deepen to a reddish-brown in the throat and flowers have a red spur. Foliage is dark green.

Price per oz. .50 Per lb. 6.00

Golden Rose Emperor — Deep rosy-orange, with a dark mahogany spot on throat. Plants are compact with dark green foliage, the flowers are large and come well above the leaves.

Price per oz. .50 Per lb. 6.00

TALL GLOW GROUP

Sunset Glow — A flaming apricot color that is strongly suggestive of a glowing California sunset. Plants have the light foliage.

Price per oz. .45 Per lb. 5.00

Golden Orange Glow — Luminous golden orange with a dark burnt orange spot in throat. Mammoth flowers on light green foliage.

Price per oz. .45 Per lb. 5.00

Amber Glow — A rich amber yellow self, on dark green foliage. The contrast between the shining amber selfed flowers and the dark leaves is very striking.

Price per oz. .45 Per lb. 5.00

Primrose Glow — Straw yellow shading to amber yellow. Flowers deepen to a reddish hue at the base of throat, and have a red spur. Foliage is a deep green.

Price per oz. .45 Per lb. 5.00

Crimson Glow — A rich deep crimson, light foliage.

Price per oz. .45 Per lb. 5.00

Rose Glow — A soft Grenadine rose, light green foliage with flowers spaced well above the foliage.

Price per oz. .45 Per lb. 5.00

Salmon Glow — A rich deep salmon, dark green leaves with large flowers.

Price per oz. .45 Per lb. 5.00

Scarlet Glow — Improved Scarlet Gleam, light foliage.

Price per oz. .45 Per lb. 5.00

Vermillion Glow — A vivid orange scarlet color, the brightest color ever introduced in a Nasturtium. Foliage is a very deep bluish green, the flowers are large and very double, and stand well above the plant.

Price per oz. .45 Per lb. 5.00

SWEET PEAS
EARLY OR WINTER FLOWERING NOVELTIES

"PRINCESS BLUE"

A Belladonna blue — the delightful and pleasing shade that was in great favor at the recent coronation. The flowers have large bold standards and wide spreading wings, both standard and wings holding to the same rich light blue color. It throws husky stems and is quite a vigorous grower.

Price per ¼ lb. 2.50 Per lb. 10.00

"EVENING STAR"

Its color is a brilliant orange scarlet suffused orange, with the broad standards holding to this bright color and the wings being toned to a lighter hue. The plants are strong growers, stems are very long and throwing masses of four and five flowers.

Price per ¼ lb. 2.50 Per lb. 10.00

Keep your catalog up to date by listing our latest Sweet Pea introductions.

EARLY FLOWERING SWEET PEAS

"VIRGINIA"

A rich rose-pink on white ground, its large ruffled standard is 2½ inches across and both wings are very beautifully spread in proportion. The richness of **Virginia** is enhanced by the purity of its white ground, truly a flower worthy of the name it bears.

Price per ¼ lb. 3.75 Per lb. 15.00

"TAHOE"

A shade between Mrs. Herbert Hoover and Blue Bonnet, but coming with large wavy flowers. Both the wavy standards and ruffled wings have the same delightful shade of mid-blue. Flowers are well placed on long stems and the plant is a vigorous grower.

Price per ¼ lb. 2.50 Per lb. 10.00

LARKSPUR SAPPHIRE COCKADE

Ridgway classifies this Novelty as a "Hyssop Violet." We would describe it as a deep lilac, with the outside petals shading to a deep violet. The plants are tall, graceful and symmetrical. The flowers are full double with round petals.

Price per oz. 1.00 Per lb. 12.00

LARSPUR VIOLET COCKADE

A new color in Larkspurs. Ridgway classifies it as a "Hyacinth Violet." We call it a rich violet purple. The flowers are full double with round petals. The plants have the Cockade habit, tall with close compact form. **Violet Cockade** will make a splendid cut flower, being a color often asked for.

Price per oz. 1.00 Per lb. 12.00

A Review . . . .

of the Better Novelties of recent years, introduced by ourselves and other flower seed growers.

MARIGOLD AFRICAN CARNATION FLOWERED

"GOLDEN EAGLE"

A Marigold received with great enthusiasm during the past year. As a cut flower **Golden Eagle** is now more popular than Guinea Gold, to whom it is closely related — having the same habit, height and form of Flowers.

Golden Eagle is a very rich shade of luminous gold, which is very pleasing and distinctive. The plants come 100% double and it is very early flowering. **Golden Eagle** can be arranged beautifully as a cut flower and is very long lasting. It is also popular for the garden, as it is a very graceful grower.

Price per oz. .80 Per lb. 10.00

NIEREMBERGIA HIPPOMANICA

Dwarf compact plants covered with scores of little cup shaped flowers, of a striking bluish lavender shade. Its blooming period is longer than any other flower in our Trial Ground, as it will bloom from the time it is a few inches high, until it is cut back in the Fall. With us in California, we can flower this novel little plant as a perennial; and when cut back it will increase its size the next year three or four times — many times being three and four feet across, and covered with masses of blooms. It thrives in a dry soil and is ideal for border work.

Price per 1/16 oz. 2.00 Per oz. 25.00

COSMOS EARLY COLOSSAL FLOWERING

Rapidly becoming one of the Florists' most popular cut flowers, we were glad to offer this Sensation Cosmos in separate colors of pink and white in our 1937 catalog. We now have two field plots of these colors from selections made from the originators stock. The plants are very free flowering and produce large 4 to 6 inch flowers. Our stock is exceptionally good.

Sensation Pink	Per oz.	.80	per lb.	10.00
Sensation White	Per oz.	.80	per lb.	10.00
Sensation Mixed	Per oz.	.30	per lb.	4.00

HETEROPAPPUS BLUE DAISY

Individual flowers of this item greatly resemble those of the perennial Aster. The blooms are about 1½ inches across and have a single row of small lavender-blue petals, with a large golden yellow center. The flowers grow out from a large center spike which make it ideal for cut flower purposes.

Price per oz. .80 Per lb. 10.00

ASTER SUPER GIANT EL MONTE

Large, fluffy and interlaced petals, forming the largest and finest crimson Aster available. **El Monte** is an early bloomer, and will produce six to eight beautiful cut flowers, on a long, stout stem.

Price per oz. 1.00 Per lb. 12.00

STOCK GIANTS OF CALIFORNIA

This magnificent group is now rated by the Florist as the acme of branching Stocks. It is a very early flowering class and has the branching habit of the Bismarks, but produces larger flowers on longer stems. It is a definite improvement over the other branching type of Stock. The following colors are available in this Stock, all coming with a surprisingly high percentage of doubles.

Blood Red, "The Red Woods"
Blue. "Pacific"
Chamois, "Santa Barbara"
Lavender, "Tahoe"
Pink, "Monterey"
Rose, "Yosemite"
White, "Santa Maria"
Yellow, "Golden Gate"

Price per oz. 1.80 Per lb. 22.50

Exquisite Mixed

Price per oz. 1.60 Per lb. 20.00

COREOPSIS GRANDIFLORA DOUBLE

"NEW GOLD"

The flowers are large and fluffy, and are fully double. Color is a deep golden yellow and the flowers are produced on long graceful stems that make it ideal for cut flower use. The flowers range in size from 2 to 2½ inches across and the strain comes better than 85% double. A perennial that is very popular for early summer blooms.

Price per oz. .40 Per lb. 5.00

NASTURTIUM DWARF DOUBLE

"SCARLET EMPEROR"

Scarlet Emperor is the double form of Empress of India with glistening dark leaves. It has full double flowers of a very rich deep scarlet color, which makes a stunning contrast with its dark green foliage.

Price per oz. .40 Per lb. 5.00

MORNING GLORY CLARK'S HEAVENLY BLUE

A beautiful shade of Belladonna blue, with a rich golden yellow throat. **Clark's Heavenly Blue** blooms profusely and throws flowers five to six inches across. It is best suited as a climber, as it will cover a fence with the loveliest shade of blue imaginable.

Price per oz. .30 Per lb. 4.00

LEUCOCORYNE IXIOIDES ODORATA

(Glory of the Sun)

A rich, striking blue with white eye. The flowers are formed in a cluster at the base of the plant and grow up on a single stalk, without any leaves. Planted in a bed its beauty and fragrance are unsurpassed.

Price per 1/16 oz. 2.40 Per oz. 25.00

DWARF GIANT FLOWERING SALPIGLOSSIS

This new Dwarf strain of Salpiglossis has proven exceptionally popular. With its brighter color range it is much more attractive than the old Emperor type. Although they are of the dwarf habit, the plants are very strong growers, producing thick, bushy, symmetrical plants.

In addition to our 1938 Novelty **Khaki Yellow,** we offer the following varieties in this new strain that are ideally suited for general garden cultivation.

SALPIGLOSSIS DWARF GIANT FLOWERING

Dwarf Blue and Gold
Dwarf Scarlet and Gold
Dwarf Bright Scarlet
Dwarf Deep Velvety Crimson
Dwarf Lilac — Red Throat
Dwarf Dark Brown and Gold

Price
Per oz. 1.20
Per lb. 15.00

Dwarf Exquisite Mixed, a hand blended mixture of the above varieties:
Price per oz. 1.15 Per lb. 14.00

MARIGOLD COLLARETTE CROWN OF GOLD

A Marigold without a trace of the characteristic odor of the species, either in the flower, stem, or foliage. The color of **Crown of Gold** is a bright golden orange. Flowers are about 2½ inches across and the plants grow to a height of 3 feet. The blooms are spaced well above the foliage, which appears to be rather thin in comparison to other Marigolds. Received a Gold Medal in the All America Trials for 1937.

Price per oz. .45 Per lb. 5.00

EARLY FLOWERING SWEET PEA

"TOP HAT"

A distinctly new color in Sweet Peas. Mammoth flowers of a deep velvety violet, coming with a large waved standard and widely spread wings. **Top Hat** is a very vigorous grower and produces stems that are surprisingly long.

Price per oz. .45
Per lb. 5.00

CALLIOPSIS DRUMMONDI SEMI-DOUBLE

"GOLD CREST"

A rich golden yellow color with a reddish brown zone. A big improvement over the old Golden Wave. Flowers are 2½ to 3 inches across and come with a double row of mammoth petals. A Novelty of 1935-36 that is still attracting a great deal of attention.

Price per oz. .15 Per lb. 1.50

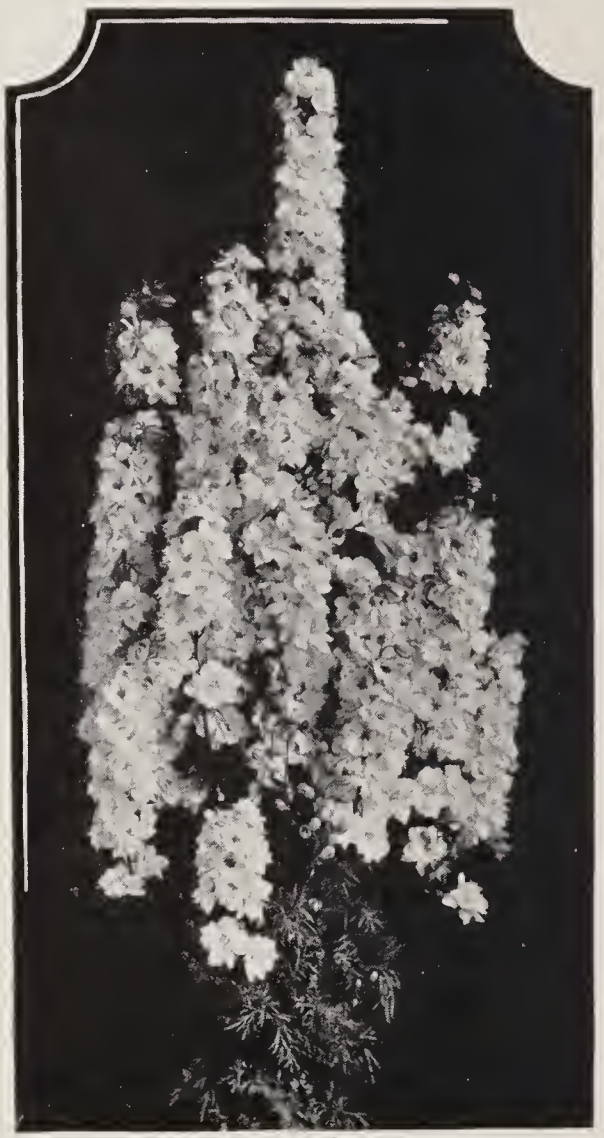
LARKSPUR GIANT IMPERIAL

"DAZZLER"

A Larkspur that is in full bloom seven to ten days earlier than any of the other varieties. The flowering spike is very long with closely spaced mammoth flowers, of a vivid lustrous carmine color. **Dazzler** will make an ideal Florists' variety because of its earliness and long flowered spike.

Price per oz. .30 Per lb. 4.00

The "Cockades" can be distinguished by their erect . . . lithe, yet compact habit, long flowering spikes and full double flowers.



LARKSPUR
EMPRESS IMPERIAL

"APPLE BLOSSOM"

A nice shade of blush-white or Apple Blossom, coming in large double florets on long flowered spikes. This semi-dwarf selection has the branching from base habit and grows to a height of about 36 inches, making it ideal for both Florist and bedding work. A variety that was much admired in our trial ground.

Price per oz. .65 Per lb. 8.00

LARKSPUR GIANT IMPERIAL

"BLUE COCKADE"

A beautiful new shade of rich lilac blue for the Giant Imperial group. **Blue Cockade** has a very closely compact habit as well as being of the base branching type. The individual flowers are closely spaced on long strong spikes and each floret is fully double. Plants grow to a height of about 45 inches and are suited for the Florist or home gardener.

Price per oz. .65 Per lb. 8.00

CINERARIA CREMER'S PRIZE STRAIN

A mixture of all the better colors. Plants are compact with large flowers and small leaves. This strain has been constantly improved by the originator, and our stock seed was obtained direct from him.

Price per 1/16 oz. 4.00 Per oz. 50.00

GODETIA DWARF SINGLE

"MAYFLOWER"

A superb shade of rich rosy pink (described by Ridgway as a spinel pink), this beautiful little novelty forms a perfect half-globe of delicately moulded flowers. A plant is about 12 inches high, 18 inches in diameter and very neatly compact.

Price per oz. .60 Per lb. 7.50

VERBENA

HYBRIDA COMPACTA ERECTA ROSE BOUQUET

An erect, of a dull rose color. Plants are about 15 inches tall and are all of the Royal Bouquet habit. A single floret measures three-quarters of an inch, and a flowering truss is three inches across.

Price per oz. 1.60 Per lb. 20.00

HYBRIDA COMPACTA ERECTA WHITE BOUQUET

A pure solid white with the Royal Bouquet habit. Florets measure almost an inch and a truss is over 3 inches in diameter. Plants are 15 to 18 inches tall. Ideal for the Florist.

Price per oz. 1.60 Per lb. 20.00

HYBRIDA GRANDIFLORA CREAM WHITE

A mammoth flowered rich creamy-white. The trusses are 3 inches deep and 3½ to 4 inches in diameter. Individual florets measure about 1½ inches across. This variety has the trailing habit.

Price per oz. 1.20 Per lb. 15.00

CARNATION FLOWERED LEMON GEM

A rich lemon yellow counterpart of our popular Golden Eagle. Its color is a few shades deeper than Yellow Supreme. **Lemon Gem** completely rounds out the Guinea type class and makes a wonderful long lasting cut flower.

Price per oz. .80 Per lb. 10.00

MARIGOLD AFRICAN CALIFORNIA GIANTS MIXED

This is an enormous flowering type, producing flowers 4 to 6 inches across. The color ranges from a lemon to a bright orange with many shadings in between. Most of the blossoms have flat broad petals, but some come quilled like the dwarf Mexican type. Where size is in demand, we confidently recommend the California Giants.

Price per oz. .65 Per lb. 8.00